

Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

"I wish I had

more

control over

my feed.



Thinks

List what your target audience says about social media

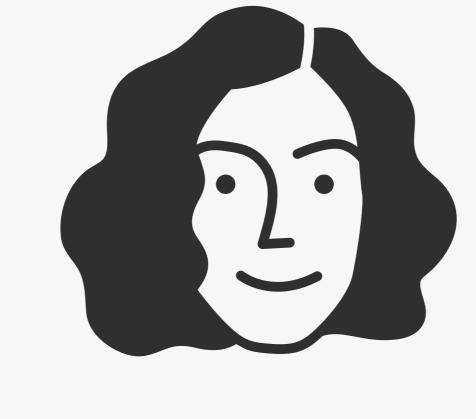
"I use social media to stay connected with friends and family.

"I want to and

share my life experiences with others."

"I worry about my privacy online.

"I wonder if social media affects my mental health.



Persona's name Short summary of

the persona

Describe their actions and behaviors.

"Happy when I receive likes and comments."

"Frustrated when I see divisive content

Does

What behavior have we observed? What can we imagine them doing?

Anxious about missing out on updates."

"Scrolls through the feed during free time."

Interacts with content from close friends."

Feels



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

